



# *Media Advisory*

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## Office of Mayor Chuck Reed

For Immediate Release:  
August 24, 2007

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## **Back to School Traffic Safety**

### **San José to Launch New Efforts to Keep Kids Safe**

**Event:** As San José children head back to school, Mayor Chuck Reed and City officials are launching a multi-pronged effort to keep them safe. Join us for the first day of school and important reminders to keep children safe.

CalTrans will present Mayor Reed with a check for \$790,000 for crosswalk warning signs at over 250 San José schools. Police Chief Rob Davis will provide safety tips for parents driving in school zones and announce Operation Safe Passage. The City will launch the School Parking Safety pilot program.

**When:** 8:30 a.m., Monday, August 27, 2007

**Where:** Sherman Oaks Community Charter School

**1800 Fruitdale Avenue** (Just off Leigh at Fruitdale and Sherman Oaks)

*Note: Media vehicles are advised to use on-street parking to avoid drop-off congestion in the school parking lot.*

**Who:** San José Mayor Chuck Reed

San José Police Chief Rob Davis

Dr. Johanna VanderMolen, Superintendent, Campbell Union School District

Nancy Atkinson, Co-Principal, Sherman Oaks Community Charter School

Peggy Bryan, Co-Principal, Sherman Oaks Community Charter School

James Helmer, San José Transportation Director

**Visuals:** Parents dropping children off at school (7:50 a.m. to 8 a.m.)

Presentation of grant check to Mayor Reed by CalTrans

San Jose Police Mounted Unit

California Highway Patrol motorcycles

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